

WHAT IS CLAIMED IS:

1 ✓ A hair care composition comprising:

A. an alkyl ethoxylate of the formula:



wherein R is an alkyl group having from about 1 to about 30 carbon atoms, wherein n is from about 1 to about 10, wherein the weight average molecular weight of the alkyl ethoxylate is less than about 500 g/mol, and wherein the HLB value of the alkyl ethoxylate is from ~~about 5 to about 12~~ and about 6 to about 11

B. a gel matrix comprising a cationic surfactant, a solid fatty compound, and water.

2. The hair care composition of Claim 1, wherein the composition reduces bulk hair volume by at least about 10%, according to an Image Analysis Protocol.

3. The hair care composition of Claim 1, wherein the weight ratio of the cationic surfactant to the solid fatty compound is from about 1:1 to about 1:20.

4. The hair care composition of Claim 1, wherein the alkyl ethoxylate is present at a level from about 0.1% to about 20%, by weight of the hair care composition.

5. The hair conditioning composition of Claim 1, further comprising an oil having an HLB value of from about 0 to about 3.

6. The hair care composition of Claim 1, wherein the alkyl ethoxylate has a cloud point of less than about 50 °C.

7. A hair care composition comprising, by weight of the hair care composition:

A. from about 0.1% to about 20% of an alkyl ethoxylate of the formula:



wherein R is an alkyl group having from about 1 to about 30 carbon atoms, wherein n is from about 1 to about 10, wherein the weight average molecular weight of the alkyl ethoxylate is less than about 500 g/mol, and wherein the HLB value of the alkyl ethoxylate is from ~~about 5 to about 12~~ and about 6 to about 11

B. from about 0.5% to about 20% of an oil having an HLB value of less than about 3;

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- 15 C. from about 60% to about 99% of a gel matrix comprising:
- i. a cationic surfactant;
 - ii. a solid fatty compound; and
 - 15 iii. water,
- wherein the gel matrix has a viscosity of from about 5,000 cps to about 40,000 cps, and wherein the weight ratio of cationic surfactant to solid fatty compound is from about 1:1 to about 1:20; and
- 20 D. the balance being other additional components, wherein the alkyl ethoxylate is entrapped within the oil, and wherein the hair conditioning composition reduces bulk hair volume by at least about 10%, according to an Image Analysis Protocol.
8. A process for forming a hair care composition comprising the steps of:
- A. providing an alkyl ethoxylate of the formula:
- $R-O-(C_2H_4O)_nH$,
- 5 wherein R is an alkyl group having from about 1 to about 30 carbon atoms, wherein n is from about 1 to about 10, wherein the weight average molecular weight of the alkyl ethoxylate is less than about 500 g/mol, and wherein the HLB value of the alkyl ethoxylate is from ~~about 5 to about 12~~ about 6 to about 11
- 10 B. forming a gel matrix by
- i. providing a cationic surfactant;
 - ii. providing a solid fatty compound; and
 - 15 iii. forming the gel matrix by mixing the cationic surfactant and the solid fatty compound at a temperature greater than both their respective melting points,
- wherein the weight ratio of cationic surfactant to solid fatty compound is from about 1:1 to about 1:20; and
- C. forming a hair care composition by combining the alkyl ethoxylate with the gel matrix.